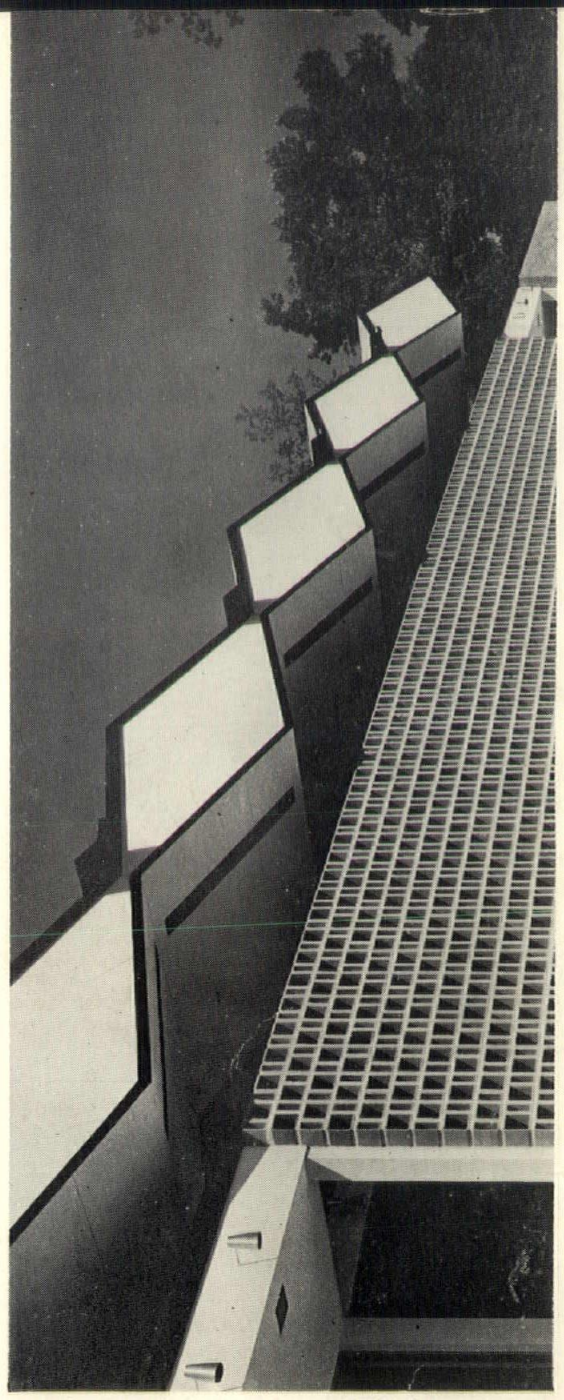


AIA
National Convention

Gulf
States Region Party

Architect's
Liability Insurance

Names
In The News

New
Products Dept.

AMERICAN INSTITUTE
JUL 27 1959
LIBRARY

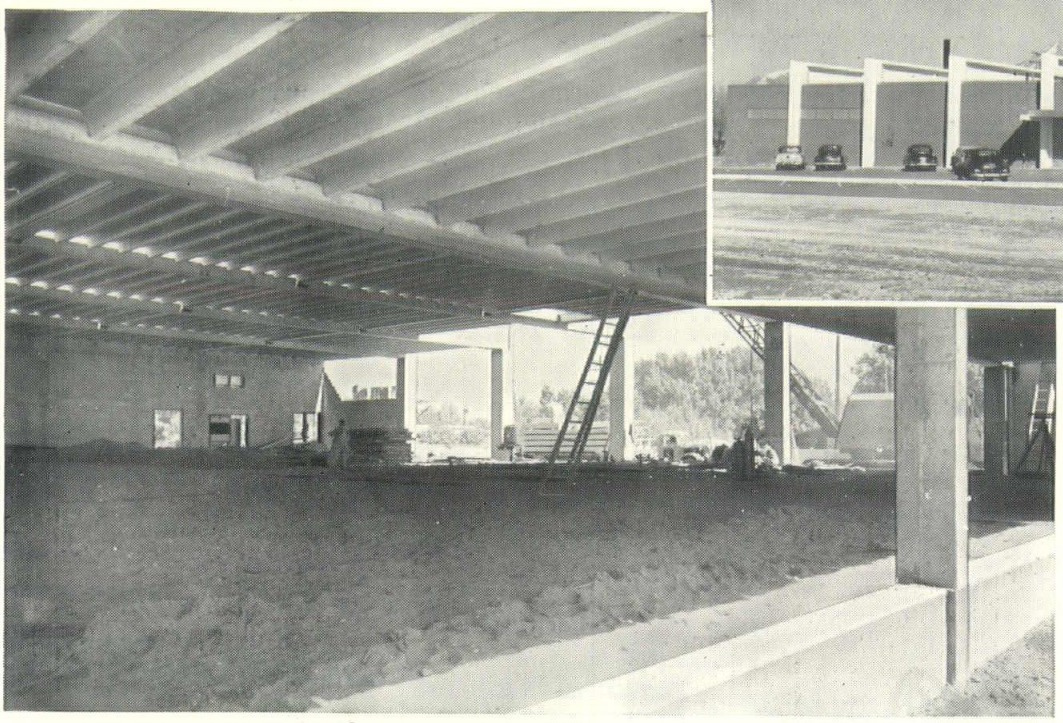
June, 1959

GULF STATES

architect builder

THE JOURNAL OF SOUTHERN ARCHITECTURE





Above: Front and side view of the nearly completed Safeway Store built in Midvale, Utah.

Left: Interior of the store showing precast concrete channel roof slabs placed on lower flange of the main prestressed concrete roof beams.

Architect, Wm. J. Monroe, Jr., Salt Lake City; Contractor, Ragnar-Benson, Inc., Chicago.

Super Mart's 108 ft. clear span made possible by Precast, Prestressed Concrete Beams

The Safeway Store Building in Midvale, Utah, obtained a clear floor area 108′ wide by 130′ deep through the use of only five precast, prestressed concrete beams. The beams, cast on the job site, were placed to give a 16′ space above the finished floor in the main store area.

The roof required about 13,500 sq. ft. of precast concrete channel slabs with conventional reinforcement. These channels, 2′ wide with 10″ legs, were placed on the lower flanges of the main prestressed beams. This allowed the prestressed concrete beams to stand boldly above the finished roof line to produce a dramatic architectural effect.

Structures designed to utilize precast and prestressed units can be built for any usage and to conform with any applicable local building codes. Like all concrete structures they offer many advantages: great strength, extra long life, very low maintenance cost and true *low-annual-cost* service. In addition, such structures provide great resistance to destructive natural forces such as storms, decay, termites and especially fire.

For additional information on construction utilizing precast and prestressed concrete beams write today for our helpful free illustrated literature. Distributed only in the United States and Canada.

PORTLAND CEMENT ASSOCIATION
611 Gravier St., New Orleans 12, Louisiana

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work



ARCHITECTS AGREE . . .

on Ironbound Continuous Strip* Hard Maple Floors*

—the most specified floor for Gulf State Schools

Architects have been specifying Ironbound Continuous Strip Northern Hard Maple floors for the majority of Gulf State school systems over the last five years . . . and for good reason.

The IRONBOUND CONTINUOUS STRIP name means more than top-grade material: it also assures a specified method of installation — by authorized contractors. Preliminary study of the area is followed by recommendations on waterproofing, degree of resiliency, type and method of finish. Individual strips of choicest hardwood, uniform in length and thickness, are inter-locked with precision accuracy by sawtoothed steel splines. Permanently plastic asphalt mastic provides a resilient underlayment for the sections; for added resiliency, corkboard or impregnated cork may be installed.

These construction methods are *engineered* to control expansion and eliminate cupping and buckling, resulting in a floor that remains tight and smooth for generations. Added to the quality of Ironbound's close-grain, splinter-resistant Northern hard rock maple, this means perfect floors *anywhere!* In the Gulf States, where high humidity is a prime factor,



Ironbound is ideal. For extra protection against moisture absorption, swelling, shrinking, grain-raising, checking and *termites*, Ironbound is available treated with Woodlife by the Dri-Vac process.

Specify Ironbound beauty, resiliency, and smoothness for schools which want the finest.

* TM Reg. U.S. Pat. Off.

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W. H. MOYNAN (distributor)

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This is only a partial list of Gulf State Schools equipped with Ironbound Continuous Strip Maple Floors. If you do not see an installation listed near you, please write for the name of an Ironbound floor in your area.

Vestavia Hills Methodist Church
Birmingham, Alabama

Huntington College Student Center
Montgomery, Alabama

Jewish Community Center
Birmingham, Alabama

Eufaula High School
Eufaula, Alabama

Carven High School
Gadsden, Alabama

Robert E. Lee High School
Montgomery, Alabama

Leeds High School
Leeds, Alabama

Bessemer High School
Bessemer, Alabama

Pensacola High School
Pensacola, Florida

Perrin High School
Ponchatoula, Louisiana

St. Michael's High School
Crowley, Louisiana

Amite High School
Amite, Louisiana

Baker High School
Baker, Louisiana

George Washington Carver Jr. & Sr. High School
New Orleans, Louisiana

Lady of Most Holy Rosary School
New Orleans, Louisiana

Assumption High School
Napoleonville, Louisiana

Favrot Field House
Tulane University

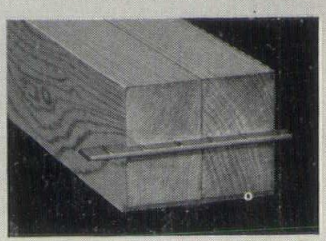
Baptist Theological Seminary Gymnasium
New Orleans, Louisiana

Southern University Gymnasium
Scotlandville, Louisiana

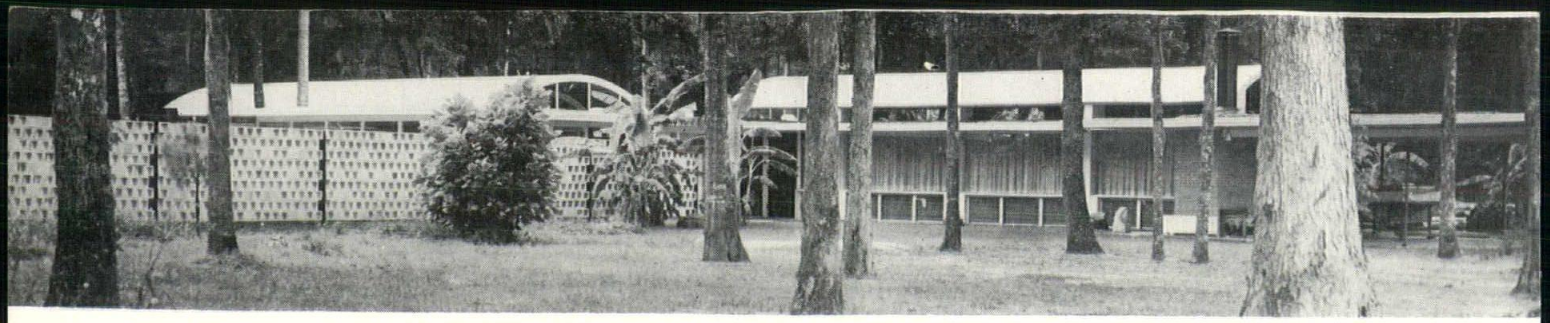
Violet High School
Violet, Louisiana

Bogalusa High School
Bogalusa, Louisiana

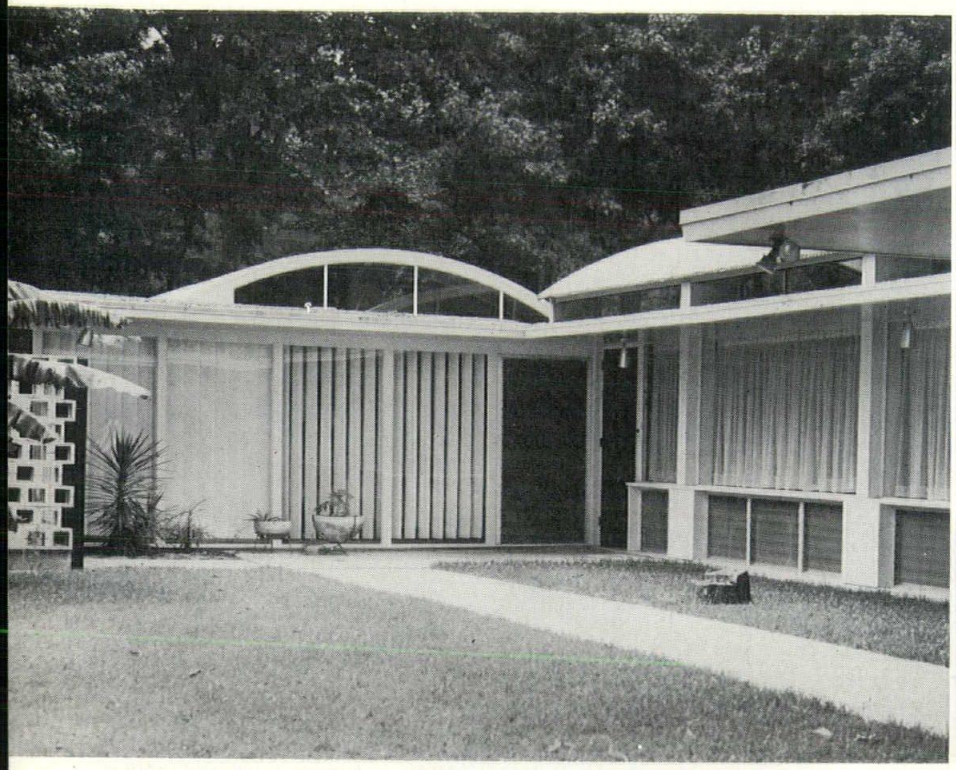
Gulfport High School
Gulfport, Mississippi

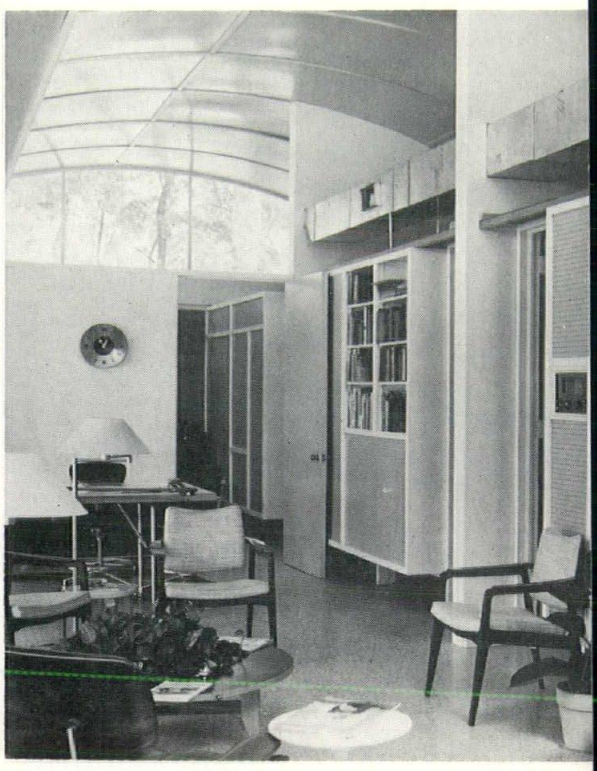


Ironbound edge-grain flooring, produced only in Northern Hard Rock Maple and Northern Beech is recommended in 33/32" thicknesses for installation in humid areas, and for heavy-duty service. It outwears all other wood floor materials.

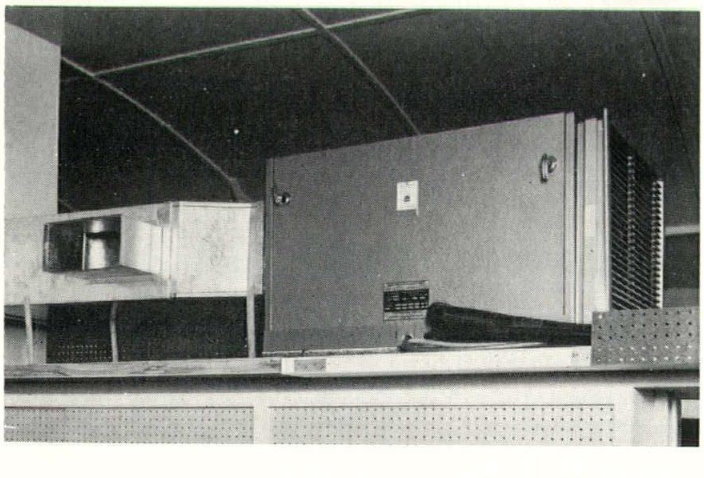


The Home and Showrooms of NEW INTERIORS, Baton Rouge, Louisiana — Photography by André









AMERICAN-Standard

Air Conditioning of this residence and showrooms for contemporary furniture and accessories in Baton Rouge, Louisiana required a versatile mechanical placement of units that would blend with a well planned interior.

Spillman Refrigeration, Baton Rouge plumbing and heating contractor used three American-Standard 3-ton units to provide year-round quality air conditioning service for this client.

Photos at left show placement of an interior unit and the condensers arranged on an exterior location.

HARRY CASH CO., INC

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Baton Rouge, Louisiana

2834 St. Claude Ave
New Orleans, Louisian

The Magazine of Architectural Construction serving the Architect, Engineer, Contractor, and allied members of the building industry in the Deep South.

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architect builder

THE OFFICIAL JOURNAL
GULF STATES REGION
AMERICAN INSTITUTE OF ARCHITECTS

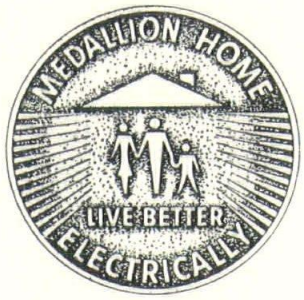
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A section of roof detail of the new Student Union Building at Little Rock University, Little Rock, Arkansas designed by Robert H. Millett and Dietrich Neyland of the Little Rock firm of Ginocchio-Cromwell & Associates. This project to appear in a coming issue of Gulf States Architect & Builder. Photograph by Wm. E. Davis.

Accepted as Controlled Circulation Publication at New Orleans, La.

Hallmark of



This metal plaque appears only on homes that meet modern requirements for electrical living.

Comfort

It's important that a new home provides full electrical facilities for good value and solid, electrical livability.

You can be sure the homes that carry the new Live Better Electrically Medallion — the hallmark of excellence in electrical living — have the facilities to make home life more comfortable.

Make sure the homes you build or design qualify as medallion homes—that they have plenty of electrical outlets for better livability now and in the future.

For more information about the advantages of building medallion homes contact the Sales Department of Gulf States. We'll be happy to serve you.

Live Better . . . Electrically

Gulf States

Letters

● Words are inadequate to express the thanks of the New Orleans Chapter for your assistance and participation in the recent AIA Convention. Your publication was on the highest level and drew much interest from the visitors as well as the local group. . . . we are all looking forward to a continuing association and wish you the best of luck . . .

Albert J. Wolf, Jr.
Chairman,
Host Chapter Activities
1959 AIA Convention

● We were over at Franklin Press last week discussing a couple of printing jobs with Mrs. Land, and saw on her desk a beautifully designed magazine with a fascinating color cover. Looking inside, we were delighted to see it was your creation.

May we offer congratulations on such an outstanding piece of work; format, design, color and most importantly, some profitable advertising. With this job, you should open the doors of many new advertising accounts. . . .

With best wishes for your continued success.

R. Needham Ball
Executive Vice President
Louisiana Building Materials Dealers Assn.

● We were very surpised to see our company's name misused in your recent issue of your magazine.

Our name is "BEST" by Baker Manufacturing Company, Inc., not Best Manufacturing Company. Please correct this and send attached copy to your printer so no further mistakes of this nature can happen.

Paul J. Fett
Sales
Baker Manufacturing Company, Inc.
Pineville, La.

¶ Our apologies to our very good friends at Baker Manufacturing Company, one of the deep South's fast-growing producers of quality furniture, located at Pineville, Louisiana. —ED.

MEETINGS

● July 23-25 — **Southern States Apprenticeship Conference**, Annual Meeting Charleston, S. C.

● July 29-31—**Arkansas Chapter, American Society of Safety Engineers**, annual safety institute, University of Arkansas, Fayetteville, Ark.

● December 2-3 **Asphalt Institute**, annual meeting, Shoreham Hotel, Washington, D. C.

CHAPTER EVENTS

ALABAMA CHAPTER

Meets three times each year. First meeting is the second Friday in January and held in Birmingham. Second meeting is held Spring-Summer and alternates between Mobile and Montgomery. Third and Fall meeting is held annually at the School of Architecture at Alabama Polytechnic Institute at Auburn.

ARKANSAS CHAPTER

Arkansas Chapter meets four times each year. In January, April, July or August and October. Meetings are usually held in Little Rock at local hotel beginning at 6:00 p.m. July-August meeting includes party for associates.

LOUISIANA ASSOCIATION

Although Louisiana has chapters in Baton Rouge, Shreveport, New Orleans, Lake Charles, Monroe, and Alexandria, the Louisiana Architects Association has an annual meeting usually held in conjunction with the Gulf States Regional Conference plus another meeting which is held in the various chapter cities also annually. The 1959 meeting is scheduled in conjunction with the 1959 National Convention of the AIA in New Orleans June 21-26.

MEMPHIS CHAPTER

The Memphis chapter has twelve meetings annually. The 1959 schedule is as follows:

July 6
August 3
September 14
October 5
November 2
December 7

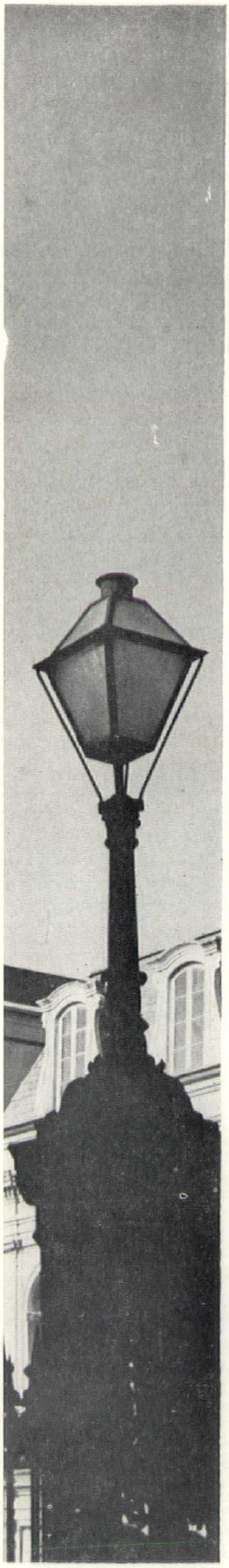
The July meeting is subject to change. The December meeting features the election of officers and is usually a dinner meeting. One other dinner meeting is held each year.

MIDDLE TENNESSEE

The Chapter holds twelve monthly meetings, held at the Noel Hotel in Nashville beginning at 12:15 P.M. on the Second Wednesday of each month. A special dinner meeting is held in the Spring and Fall.

SHREVEPORT CHAPTER

Chapter has monthly meetings held at the Embers Restaurant at 12:00 noon and all are scheduled on the third Wednesdays of each month unless changed to special events.



Letter From the Publisher

Hoy & Lewis

This issue was delayed because of printing schedule adjustments. Because of this we've injected into it a little of the very recent national convention of the AIA held in New Orleans in late June. It was a big convention and a most successful one. Those who had a hand in its planning and its execution are due a commendation for a job well done.

Faces in the convention crowd . . .

The AIA headquarter's staff adjusting quickly and efficiently to strange office quarters in the Roosevelt. . . . **Wolf Von Eckardt,** AIA's PR chief keeping pace with a mounting tempo of convention events. . . . **Ted Morris,** longtime AIA staff mainspring, with a smile that reflects a joy of a last experience coupled with the delight that goes with the expectation of good things to come. . . . **Win Rankin** . . . in command of many things including a group of happy exhibitors. . . . **Polly Shackleton,** editor of the **MEMO** keeping herself with little apparent effort in multiple places, and her executive effort a credit to her position. . . . **Marvin Mayeau** . . . a real fine and able guy who deserted the bayous . . . enjoying a return to his native state and the fun of good company over coffee at Brennan's. . . . **Jane Fessenden,** the little gal who sparkplugs the fine ad job being done on the **AIA Journal** hard at work in the exhibit areas placing her promotion cards "you've seen it advertised in the AIA Journal". . . **Frank Brown,** Producer's Council Exec taking time to help his exhibitors find their missing exhibits. . . . **Chuck Belinky** getting in touch with his job very quickly for a young man with the staff. . . . The bulletin board in the hall with a mixture of notes in pencil and chalk . . . such items as **"Ralph Bodman,** call operator 20 in Baton Rouge." . . . " **O. J. Baker,** please call **Scotty Maxwell."** . . . **Glenn Fowler,** construction editor of the New York Times getting his story . . . and an infrequent rest in the Sazerac bar . . . the crowd in line outside **Gallier Hall** in the early evening for the President's Reception hurrying in to avoid a New Orleans shower and the glow on faces inside the historic old building designed by **James Gallier** . . . faces from all parts of the nation, enjoying the association with each other in an old building where, during the War Between The States, the state flag was lowered over the protest of Mayor Monroe, and during Reconstruction days, the Hall was the scene of many political demonstrations . . . and the bodies of the famous, including Jefferson Davis, Gen. P. G. T. Beauregard and others lay in state . . . and American presidents including Theodore Roosevelt, McKinley, Harding and Hoover were received . . . the boat ride on the river. . . . Jazz and the Mississippi. . . . **Jimmy Wolf, Solis Seiferth, Wayne Stoffle,** and the **gals in the New Orleans auxiliary,** tired but happy that their guests have enjoyed their stay. . . . **John Hayes Pritchard** . . . savoring the last days of a long, and highly successful term as head man of the Gulf States Region. . . . **Burt Brush,** his successor approaching the days ahead with a confident smile . . . the **Gulf States Party at the Jung** . . . familiar faces . . . check-out time at the hotel and the crowds that vanish on the last day . . . the quietness of an empty press room filled with little mementos of the hurried activity of very recent hours, and of nice people that you would like to see again.

NAMES IN THE NEWS ★ ★ ★

E. B. Morris Leaves AIA Post

Edwin Bateman Morris, Jr., assistant to the executive director, AIA and director of professional relations, has resigned to accept a position with United States Steel Corporation effective in early July.

Morris joined the AIA staff in January, 1955, after serving as an assistant to the late Marshall Shaffer, chief of the division of hospital facilities of the Public Health Service, Technical Services Branch. In this capacity he became well known to architects in all sections throughout the country as well as professional groups, legislators and committees of Congress.

A native of Washington, D. C., he received his architectural training at the University of Pennsylvania.

Morris will join U. S. Steel with duties in New York.

New Architectural Firm Announced

William H. Norton, Memphis, Tennessee architect, has announced the opening of an office located at 1303 Eighty-one Madison building for the practice of architecture.

A graduate of the Georgia Institute of Technology, Norton is a former partner in the firm of Hall & Norton.

Austin K. Hall will continue his practice in the Sterick Building offices of the former partnership.

Dow Chemical Co. Expands Facilities

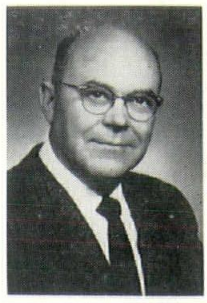
The Dow Chemical Company's Louisiana division, located at Plaquemine has announced plans for a $12,000,000 expansion program.

According to the announcement, the engineering and construction will start immediately. Included in the program is the construction of a polyethylene plant, and facilities to produce vinylidene chloride and chlorothene.

Architects apparently are good coffee drinkers if the talley sheet of the hospitality room at the recent National Convention of the AIA is correct. Over the four-day event 3,471 cup of coffee were served to delegates and their guests.

Master Builders Name Hinds VP

Stephen W. Benedict, president of The Master Builders Company, Cleveland, Ohio, has announced the election of Frank R. Hinds as the company's vice-president for marketing.



Benedict said that Mr. Hinds brings to his new post a wealth of of experience in concrete sales and technology. He joined the firm in 1932 as a commission salesman; was appointed salesman in 1935; made manager of the company's Rock Island Division in 1943; and in 1957 elected vice-president for U.S.A. sales, a position he has held until his present appointment.

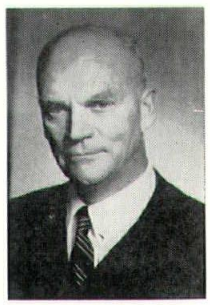
Hinds is a member of the American Concrete Institute and the Cleveland Engineering Society.

Art Metal Acquires Knoll

Andrew Wilson, chairman of the board and chief executive officer of the Art Metal Construction Company, New York, has announced the acquisition of the firms, Knoll Associates, Inc., Knoll International, Ltd., and Knoll Textiles, Inc., manufacturers and designers of contemporary furniture and textiles.



Knoll



Wilson

According to Wilson, the Knoll companies will continue to operate as independent concerns, maintaining intact their present manufacturing facilities and showrooms and sales organization.

Florence Knoll, who with her late husband, Hans Knoll, founded the Knoll enterprise in 1943, will continue to serve as president of the three companies, posts she has held since 1955. She has also accepted the position of Director of Design and Research for Art Metal and will become a member of its board of directors.

Natco Opens SW Sales Office

Natco Corporation, major producer of structural clay products, has opened up the southwestern section of the United States to direct sale of its product line, according to a recent company announcement.

Roy A. Shipley, Natco president said that his firm's new Southwest District Office located in the Old National Life Building in Houston, will serve Natco customers in a territory which includes Texas, Arkansas, Oklahoma, southern New Mexico and southern Arizona.

George F. Osten, formerly manager of the firm's Louisiana sales area with headquarters in Baton Rouge has been named manager of the Southwestern district.

Goldsmith Named To Association Board

Bernard Goldsmith, president of Topform ,Inc., and Berard Lumber Company, New Orleans, has been elected to the board of directors of the National Association of Plastic Fabricators at the organization's international convention.

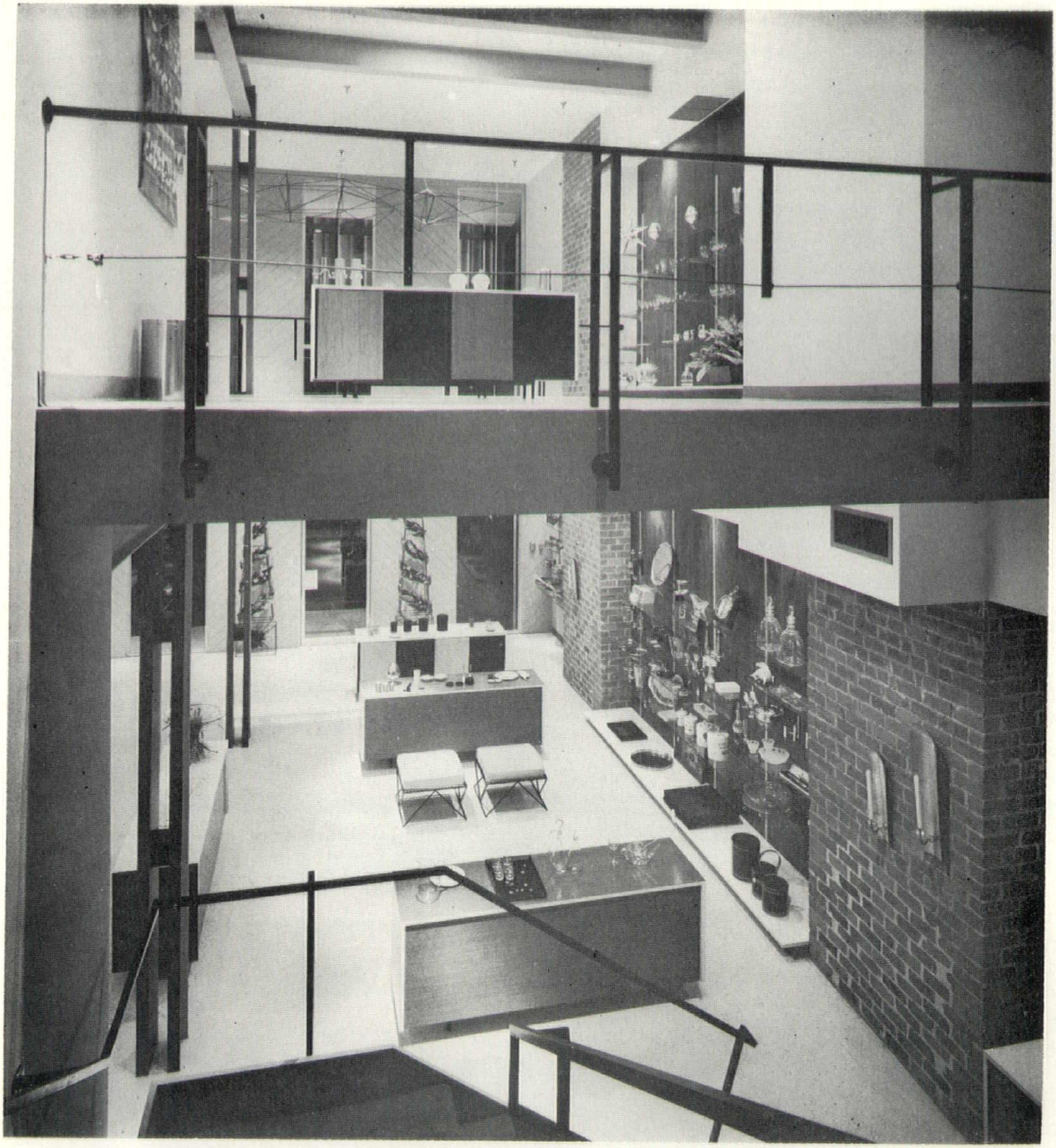
Ricciuti Heads Civic Group

I. Wm. Ricciuti, New Orleans architect, has been elected president of the New Orleans Philharmonic Symphony Society.

Ricciuti's interest in the symphony society has been developed over a long period of years. He directed the orchestra's 1958-59 maintenance campaign and served as campaign vice-chairman the preceding year.

A native of Chicago, he came to New Orleans as a child. He is a graduate of the Tulane University School of Architecture, and also holds degrees in architecture from schools in France and Italy. Ricciuti is the author of "New Orleans and its Environs," and a contributor to "Forms and Foundations of 20th Century Architecture," published by the Columbia University Press. He has served as secretary and a director of

(Continued on Page 17)



Interior 20th Century Shop, New Orleans—Burk, LeBreton & Lamantia, Architects

INTERIOR UNITS FOR AN AWARD WINNING PROJECT

Best Custom Designed Display and Product Storage Units were used by the architects throughout this award winning project in New Orleans.

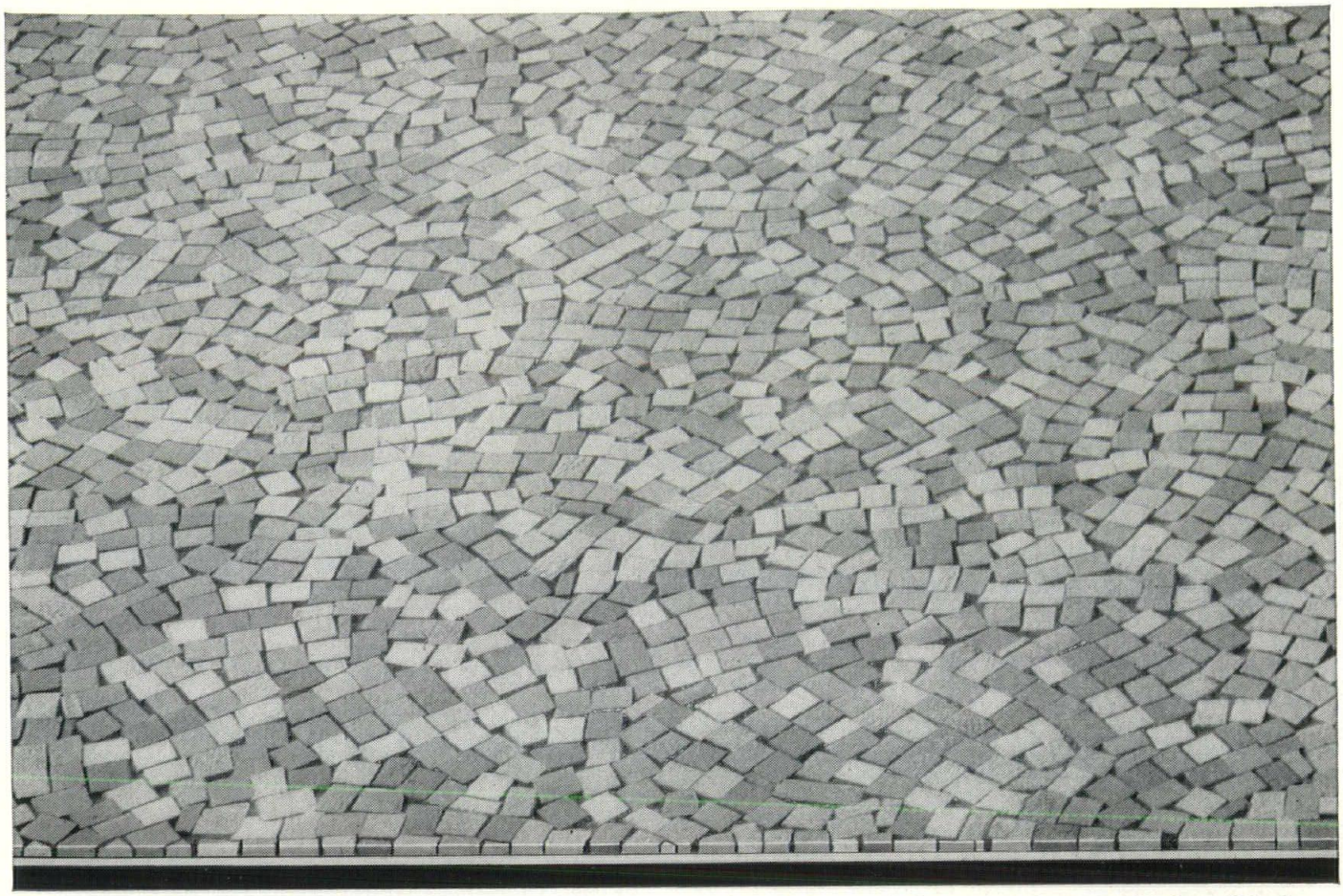
This interior view shows a use of Best furniture and cabinets which reflect a careful blending in detail with this contemporary interior. A controlled use of steel, high-pressure plastic laminates, quality core stock, and the production knowledge of experienced craftsmen results in a product which meets the most exacting interior fixture need.

Best

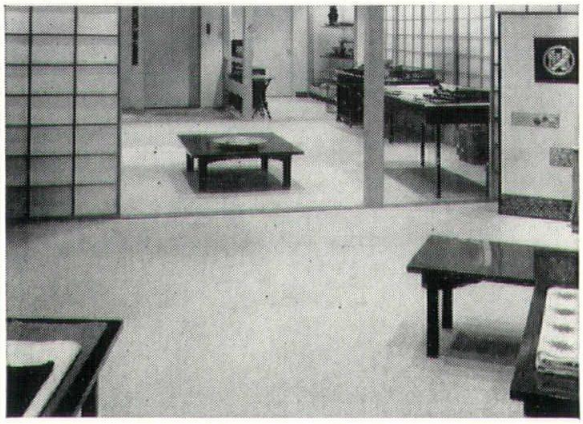
By BAKER MANUFACTURING CO., INC.

Pineville, Louisiana
P. O. Box 152

here's the latest development in floors



Chips are actual size in foreground of this photo of Tessera. Thick white line is alkali-resistant Armstrong Hydrocord Back.



Tessera installation in the new Takashimaya Department Store, Fifth Avenue, NYC. Decoratively compatible with the Japanese design, Tessera assures lasting, trouble-free service.

ARCHITECTS: STEINHARDT AND THOMPSON, NYC; ASSOCIATED WITH JUNZO YOSHIMURA, TOKYO

the Tessera Series in Armstrong VINYL CORLON

—a heavy-duty floor for commercial and residential uses above, on, or below grade

This extraordinary new floor perfectly meets the decorative and functional needs of any important interior—commercial or residential. Colored vinyl chips set in a bed of clear, translucent vinyl give Tessera a fascinating three-dimensional effect. The material is highly resistant to grease and alkalis, abrasion, and indentation. And Tessera is comparable to rugged heavy-gauge linoleum in durability.

technical data on Tessera

(For samples and complete specs, contact the Armstrong Architectural-Builder Consultant at your Armstrong District Office.)

composition: chips are tinted, opaque vinyl, set in a bed of translucent vinyl; **surface resistance:** excellent for grease, alkalis; very good for solvents, detergents; **ease of maintenance:** superior; **static load limits:** 75 psi; **underfoot comfort and quiet:** good; **over-all thickness:** .090"; **wearing-surface thickness:** .058"; **available in:** seven monochromatic colorings; in 6' wide rolls; **installed price:** 75-90¢ per sq. ft.

The exclusive, alkali-resistant Armstrong Hydrocord Back permits Tessera to be used over below- and on-grade subfloors, as well as above grade; also over lightweight aggregate concrete slabs.

Armstrong a b c ARCHITECTURAL BUILDER CONSULTANTS



Pictured during the Gulf States Regional party at the Jung Hotel June 25 from left: Clyde Pearson, Montgomery, Alabama, former regional director; Mrs. Pearson; Mrs. Pritchard and John Hayes Pritchard, retiring regional director; Mrs. Smith and Wm. Bailey Smith, secretary, Gulf States Regional Council. (Randon Photo)

Gulf States AIA Convention Party

Members of the Gulf States Region, AIA joined in the festivities that go with the whirl of a national convention at the Jung Hotel in New Orleans, June 25.

With a series of business and social functions attached to the 91st annual convention of the AIA as a backdrop, the regional Council of the Gulf States region, played host to over 400 members and guests at dinner and a dancing party in the Tulane Room of the Jung Hotel.

The event featured also a cocktail hour sponsored by the Mississippi-Louisiana Brick and Tile Mfgrs. Association, in cooperation with the Southern Brick and Tile Mfgrs. Association.

The region, and more directly the New Orleans chapter, played host to the nation's architects during the convention which began June 22 and ended June 26 (see pages 12-17).

Venezuelan Exhibit At Univ. of Arkansas

An exhibition of modern Venezuelan architecture is on display at the Fine Arts Center gallery on the campus of the University of Arkansas, in Fayetteville.

The exhibit, sponsored by the Venezuelan Society of Architects and the Creole Petroleum Corp., will close June 29.

David Durst, gallery director, said that the exhibit, the first of its kind in the U. S., portrays many of the dramatic social and economic changes that have occurred in Venezuela during the past decade.

Architects Lose In Court Case

A Pulaski County, Arkansas, Circuit Court jury has awarded four judgments totaling $118,002 in connection with a cave-in two years ago on an excavation for a new J. C. Penny Co. building in Little Rock.

Three laborers were killed and a fourth injured when an east wall collapsed at the building site located at 6th and Main Streets.

Individual awards included $48,000 to Monteen Criswell, $48,000 to Lucy Lewis, $12,000 to Vernie Lowman, and $10,000 to Benjamin Hummonds. The four suits, consolidated for the trial and totaling $600,000 were against the subcontractor on the project and a Little Rock architectural firm.

The jury returned the awards against the architects, with the verdict in favor of the subcontractor which, according to a report, exonerates him from any damages.

The plaintiffs alleged that the defendants were negligent in not providing proper supports for the east wall. The defendants contended that they complied with the provisions of their contracts and followed the usual construction practices used on such jobs.



Attending the Gulf States party at the Jung Hotel include from left: O. J. Champagne, AIA, of Miller, Smith, Champagne & Associates; Mrs. Champagne; Mrs. T. Clayton Smith; Mrs. C. H. Jordan; Mr. Jordan, Assistant professor, department of Architecture, Louisiana State University; and T. Clayton Smith, AIA, of Miller, Smith, Champagne & Associates, all of Baton Rouge. (Randon Photo)



A highlight of the President's Reception at Gallier Hall during the recent AIA national convention in New Orleans was an exhibit sponsored by the New Orleans chapter reflecting 100 years of architecture in New Orleans. Here visiting architects to the convention discuss an old print. (Leon Trice).

AIA Re-Elects Richards President

Newly elected officers of the American Institute of Architects installed during the recent national convention of the AIA in New Orleans, include: John Noble Richards, Toledo, Ohio, re-elected president; Philip Will, Jr., Chicago, re-elected first vice-president; Henry L. Wright, Los Angeles, Calif., re-elected second vice-president; Raymond S. Kastendieck, Gary, Indiana, treasurer; and Roy J. Carroll, Jr., Philadelphia, secretary.

The 1960 National Convention of the Institute has been set for April of next year to be held in San Francisco.

Individual Design Theories Discussed

A panel of internationally-known architects told delegates to the AIA's national convention in New Orleans that the architecture of the future must develop within the limits of a society dominated by science and technology.

Participating in a panel discussion on "Individual Theories of Design" were Minoru Yamasaki, AIA, Birmingham, Michigan, partner in the firm of Yamasaki, Leinweber & Associates; William L. Pereira, FAIA, Los Angeles, Calif., principal in the firm of William L. Pereira & Associates, and C. E. Pratt, FRAIC, Vancouver, British Columbia, practicing architect and principal in the firm of Thompson, Berwich & Pratt.

A fourth member of the panel was Philip C. Johnson, AIA, New York, practicing architect and designer with Ludwieg Mies van der Rohe of the Seagrams Building in New York. Mr. Johnson was chairman of the panel.

Yamasaki said one basic criterion which he applied to all design problems was whether the design went beyond traditional techniques. He said if the answer to the question, "Could it have been built in an earlier

(Continued on Page 21)

Colbert-Lowrey Receive Award

The Diaz-Simon Pediatric Clinic, New Orleans by architects Colbert & Lowrey & Associates, was among five projects selected to receive 1st Honor Awards in The American Institute of Architects' 1959 competition for outstanding architecture. The awards were presented during the annual convention of the AIA in New Orleans June 22-26.

Other top awards were given for the college buildings at Concordia Senior College, Fort Wayne, Indiana, by architects Eero Saarien & Associates, Birmingham, Michigan; and the McGregor Memorial Community Conference Center at Wayne State University, in Detroit, by architects Minoru Yamasaki & Associates, also of Birmingham, Michigan.

Other top awards were given for the Washington Water Power Company's Central Service Facility, Spokane, Washington, designed by architects Kenneth W. Brooks & Bruce W. Walker, of Spokane; May-D & F Department Store in the Zeckendorf Plaza Development, Denver, Colorado by I. M. Pie & Associates, New York with Ketchum & Sharp, New York, Associate Architects.

In addition to the five 1st Honor Awards, the jury made ten Awards of Merit, for a variety of projects including two schools, three residences, a supermarket, two religious buildings, an office building and a tourist center.

Professor Walter Bogner of Harvard University's Graduate School of

(Continued on Page 22)



Visiting during a special party for AIA staff and convention executives at the New Orleans Country Club are, from left: Joe T. Mathes, U. S. Plywood Corp., and president, New Orleans Chapter, Producers' Council; Mrs. Mathes; Mrs. Albert Bear, and Mr. Bear, member board of directors, Construction Specifications Institute; and Win Rankin, Administrative Secretary, AIA, Washington, D. C. (Randon)

In New Orleans' old City Hall, in late June, AIA President, John Noble Richards, and Mrs. Richards receive of the nation's leading architects and their guests. Re-named Gallier Hall after its designing architect James Gallier, Sr. the old building served the AIA's 91st National Convention as the site for its President's Reception.





Architects from throughout the nation met in New Orleans June 22 for the start of the 91st National Convention of the AIA. Here Samuel Wilson, Jr., FAIA (right) and Mrs. Wilson talk with Robbins Elliot during the President's Reception at Gallier Hall. The beautiful columns of this famous old building are reflected from a photographic exhibit in the background.

Nation's Architects Hold National Convention in New Orleans

The American Institute of Architects has just ended one of its most successful annual conventions in New Orleans.

Ranking second in attendance only to the Centennial celebration of the AIA held in Washington in 1957, the 91st annual event of the Institute reflected a flow of excellent programming, and public acceptance, a result only of expert planning and execution by those responsible for its direction.

In the face of alleged criticism by a minority of individuals regarding the location of the convention, over two thousand architects and their guests registered to listen to a serious of outstanding panels and discussions on the convention theme —"Design," and to share in the hospitality of one of America's most interesting cities.

The convention got under way officially on June 23 with the opening session of the convention scheduled for 9:00 a.m. and president John Noble Richards, FAIA, presiding. Greeting to the delegates came from Gulf States Regional director, John Hayes Pritchard, Mayor deLesseps Morrison, and Solis Seiferth, president of the New Orleans (host) chapter.

The opening day's program also included a keynote address by Edward D. Stone, FAIA; a film, "Plan for Learning" jointly sponsored by the Institute and American Association of School Administrators, and the U. S. Steel Corporation.

Also on the afternoon of the 23rd was an interesting address entitled "The Architecture of Historic New Orleans" by Samuel Wilson, Jr., FAIA; the opening of the products exhibits in the International ballroom of the hotel; and the President's Reception at Gallier Hall in the early evening.

Other highlights on the convention program included a series of panel discussions participated in by outstanding architects from throughout the world; a roster of social events sponsored by the ladies auxiliary of the New Orleans chapter, including a "night of Jazz on the Mississippi," and plantation tours; the awarding of various citations and honorary fellowships; and the election of officers for the coming year.

Following a summation by Samuel T. Hurst, AIA, Dean, School of Architecture and the Arts, Alabama Polytechnic Institute on Friday morning, June 26, the convention held its concluding business session and adjourned.

The 1960 convention of the AIA has been set for San Francisco in April of next year.



Attending staff party for AIA headquarters personnel at the New Orleans Country Club, are from left: John H. Pritchard, retiring director, Gulf States Region; Mrs. Pritchard; Solis Seiferth, president of the New Orleans Chapter, and Mrs. Seiferth; John Noble Richards, president AIA, Toledo, Ohio, and Mrs. Richards; Mrs. Wolf and Albert J. Wolf, Jr., general chairman, convention committee, New Orleans. (Randon Photo)

Stone Delivers Keynote Address

Speaking before the annual convention of the AIA in New Orleans, Edward D. Stone, FAIA, New York architect, said that the architectural profession is beset with a limited outlook and urged necessary changes to meet the real need of the profession and its future.

"I am convinced that no progress will be made while we stand by awaiting the next commission," Stone said. "Our profession is beset with a limited outlook in many ways. Laws, regulations, examinations and so forth, which discourage the young man from entering the profession, should be relaxed," he continued. Stone urged the abandonment of all state issuances of licenses stating that "it is ridiculous that an architect from one state has difficulty practicing in another. A national license is the only answer." "Built in Texas by Texans" should not apply to art," Stone said.

Pointing to the future of architecture, Stone said that, should history repeat itself, "we are now on the eve of a period of the revival of culture and spiritual values, and we as a group can be the catalysts and the leaders in this 20th Century Renaissance." He urged the teaching of Americans the importance of beautiful surroundings and the understanding of industrial, civic, and government leaders for the need of beautiful surroundings as a national asset, "as important to our well-being and economy as flood-control, protection of our soil from erosion, and the preservation of our forests."

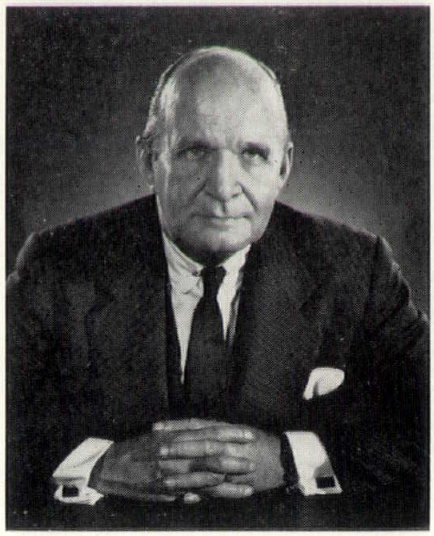
"It is a tragic paradox that designing and planning are the most important and still the least expensive part of any project, and yet are not considered indispensable," Stone said.

He observed that the architect is often not entrusted with important work until "we are in our forties and even fifties," and suggested that in many cases an architect is limited to perhaps 40 to 50 buildings in a lifetime of practice.

Stone also suggested that leadership in community and city planning has been lost to others and that the architect is only called in "after the important decisions are made, and our role is to work out the details. Compared to the medical profession, we must again be the diagnosticians, rather than the ambulance chasers," he said.

Citing a need for a change for the better, Stone pointed to the work of a group of Kansas City architects who had pooled their interests and presented a plan to that city for its development. He also mentioned that "Philadelphia has an architect at the head of its City Planning Commission. New York has a firm of architects developing a new zoning law . . . while other cities have architects reframing the building codes. "These are key roles befitting our heritage," Stone continued.

Directing attention to housing, highways, and the automobile, Stone said that out of approximately 20 billion dollars being spent each year on housing, the architect's work in this area "is miniscule." He suggested the use of compact communities, preserving the countryside around, and that "a half-dozen prototype communities could dispel the foolhardy method of the isolated dwelling for the average man."



Karsh

Keynoter Stone
". . . Out of Chaos . . .
A Well Ordered Plan. . . ."

Stone said that highways are a nightmare of billboards, honky-tonks and fiilling stations.

He urged the architects not to duplicate another's work. "Stadardization in creative work spells stagnation and mediocricy. Let no one pronounce the benediction on modern architecture yet. Architecture is not millinery nor are we in the novelty trade.

The keynoter suggested that teh government become aware of its responsibility and to accomplish this, the appointment of an official of cabinet rank corresponding to the Secretary of Agriculture, "with outposts in every state and architects and planners to guide communities, just as the State and County agents have educated the farmer."

He said that if such programs were inaugurated, "our profession would begin to fulfill its destiny. We would not be wasting our effort on creating precious prototypes for our own personal satisfaction, in the midst of chaos, but rather adding individual and brilliant buildings in a well-ordered plan of our country as a whole."

Eisenhower Greets Architects Convention

President Dwight D. Eisenhower in a telegram to members of the AIA during its June convention in New Orleans, that the architects of America must "help us make our choices, focus our efforts, and insure continued progress" to meet the requirements "for safe highways, for rebuilding blighted cities, and for dwellings and community facilities."

In the telegram of greeting, the President stated "I am delighted to add my best wishes for a fine convention."

"As we meet today's problems and plans for tomorrow," the President added, "we must through method and direction keep our programs in balance with all elements of our economic structure. This means that we must choose wisely between needs and desires."

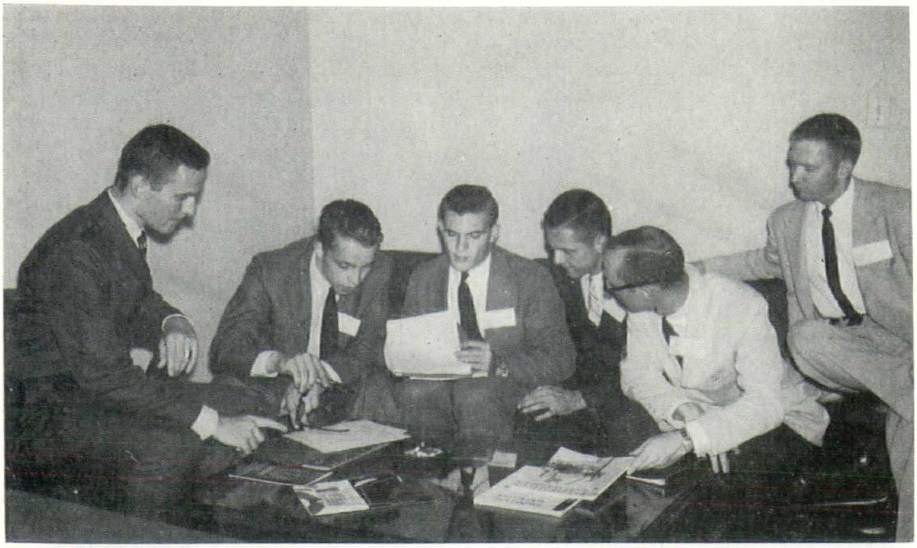
President's Reception In Gallier Hall

In a setting rich with tradition John Noble Richards of Toledo, Ohio, was host to convention delegates at the annual President's Reception on the evening of June 24. The event was staged in New Orleans' Old City Hall, now Gallier Hall, renamed after its designing architect James Gallier, Sr.

Standing in the municipal chambers of the old building, especially prepared for the affair by members of the host chapter, Richards greeted over 1,400 members and their guests from throughout the country.

A special exhibit of photographs and panels reflecting 100 years of architecture in New Orleans was a feature of the reception. The project had been especially prepared for the AIA's centennial year celebration by the New Orleans Chapter.

The old building (Gallier Hall) until recently served the city as its seat of government. Its history dates back to the purchase of the ground upon which the building stands, by the Second Municipality of New Orleans on June 1, 1836, followed by the completion and dedication of the building on May 10, 1853.



Officials of AIA's Student Chapters photographed during their meeting in New Orleans, in late June, are, from left: Charles E. Jones, Jr., University of Arizona, newly elected president; Alexei Vergun, vice president, (MIT), Green Farms, Conn,; E. Allen Roth, past secy-treasurer, Miami Univ., Cincinnati, Ohio; Roy Nolen, secretary-treasurer, Rice Institute, Houston; Paul Ricciuti, immedate past president, Kent State University from Youngstown, Ohio; and Gene Burr, past vice-president, Auburn.

Architectural Students Cite Need For Cooperation Between Student, AIA

While New Orleans played host to the nation's key architects late last month during the 91st annual convention of the American Institute of Architects, a number of the country's top architectural students were in town for the annual meeting of the AIA's Student Chapters.

Approximately 75 students, representing 40 architectural schools from throughout the United States were on hand to elect new officers, transact business, and discuss the problems related to student chapter and affairs.

According to Paul Ricciuti, immediate past president of the group, and a recent graduate in architecture from Kent State University, Kent, Ohio, the AIA is now "going all out" for the student.

"For the first time in its history," Ricciuti said, "the Institute is going all out for the student, realizing the importance the role of the student plays in architecture."

Ricciuti said that the degree of interest in student chapter affairs by the AIA will be reflected to its benefit in years to come. "The whole idea is architecture. We (the student groups) are not an organization to push individual architecture, but to put architecture in the public eye," Ricciuti said.

Commenting on the organizational structure of the student group, Riccuiti said that great effort is being made to encourage the regional concept of organizational structure for the student chapters. Within each region of the AIA, a student director is named to work with the regional AIA director for the respective region. Coordinated effort is then effected between the senior and student groups.

At present there are 67 schools or departments of Architecture offering full 5-year courses. A total of 45 schools have student chapters organized, with the remaining number maintaining some kind of student interest activities.

While some schools do not have sponsoring AIA chapters within the immediate area, the national student group is encouraging those without sponsoring chapters to affiliate in some way with nearest chapters of the Institute. The group endorses the continued interest in the regional concept of organization in order to provide a closer contact between schools, and students within a given region.

Elected to serve for the coming year were: Charles E. Jones, Jr., University of Arizona, Tucson, Arizona, president; Alexi Vergun, M.I.T., from Greens Farms, Conn., vice president; and Roy Nolen, Rice Institute, from Montgomery, Alabama, Secretary treasurer.

Immediate past officers in addition to Ricciuti, are: Gene Burr, Auburn, from Memphis, Tennessee, vice president; and E. A. Len Roth, Miami University, Cincinnati, secretary-treasurer.

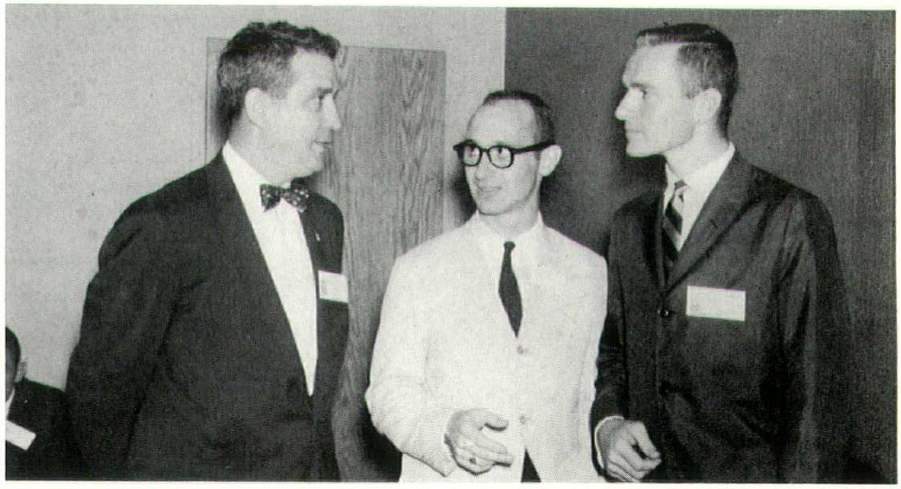
Students Hear Merits of Wood

Senior architcture students at Georgia Tech University were given an intensive "short course" on the merits of wood in modern architecture at a special May meeting held by the Southern Woodwork Association in Atlanta.

Co-sponsors for this meeting were the Architectural Woodwork Institute and industry suppliers and manufacturers. The two-day meeting followed a week long display of architectural millwork in the University's exhibit hall arranged by the manufacturers.

Program speakers included Paul Heffernan, Director of the Georgia

(Continued on Page 22)



Discussing the program of the AIA's Student Chapter groups during the AIA National Convention in New Orleans, are from left: Ray E. Putfark, Executive Director, Construction Industry Association of New Orleans, and host to a meeting of the students; Student past president, Paul Ricciuti from Youngstown, Ohio; and president elect, Charles E. Jones, Jr., from Tucson, Ariz.

Hurst Speaks To AIA Meet

Samuel T. Hurst, dean of the school of architecture and art, Alabama Polytechnic Institute told delegates to the National AIA Convention that he believes architcture is sufficiently mature to be characterized by a coherent body of ideas, principles and practices and that "a method may be taught by means of which philosophy can be put to work."

Hurst said that while establishing their profession, architects have retreated from greatness, by failing to grow in relation to the job to be done.

He said that architects have had to assume new areas of responsibility before they were ready to discharge them. He said that the architects have been "too busy to be educated, too wise to need research, too arty to admit the engineer to his inner sanctum as a creative equal and too good at selling to feel it necessary to improve his product."

As a consequence, the body of the architect's work can still be "in large part characterized as aesthetically whimsical and arbitrary."



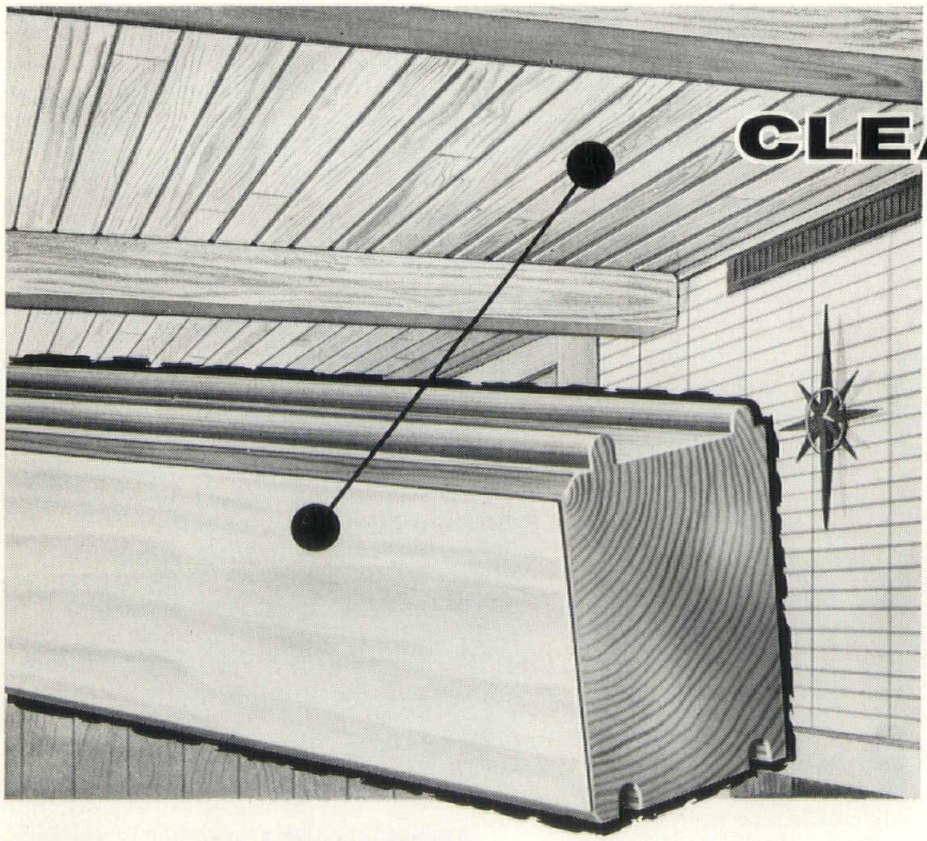
Pictured during reception hour at Gulf States Regional party at Jung Hotel, June 25 include, from left: Dean Ramey,, executive secretary, Miss.-Louisiana Brick & Tile Association; Mrs. Ramey; Andy Anderson, Southern Brick & Tile Mfgrs. Association; Mrs. Clinton E. Brush, III; M. P. Schneider; Mrs. Schneider; and Clinton E. Brush, III, Regional Director, Gulf States Region, AIA. (Randon Photo)

RICCIUTI—

(Continued from Page 8)

the New Orleans chapter, American Institute of Architects.

The new president said that his love for his profession and avid interest in music are closely related. "They are both art forms," he said.



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- Have the courts found new basis for architect liability decisions?
- Why are third party liability cases on increase?
- What is an answer for the Architect and Engineer?

A New Look at Architects' & Engineers' Professional Liability

By Carl Anderson

Mr. Anderson is vice president of Victor O. Schinnerer, Insurance Consultants, Washington, D. C. This article is from a speech before the Baton Rouge Chapter AIA in early June.

He has been active in his development of insurance programs for the practicing Architect and Engineer.



Why should we take a new look at Architects' and Engineers' Professional Liability? I suppose the obvious answer is to determine whether it is still what we have long supposed it to be, or whether it has changed.

We live in an era of rapid and startling change. When I was a boy, the blacksmith shop in our town did a thriving business and the horse and buggy was the commonly used means of transportation. It was a daring man, indeed, who drove his Model T Ford over 25 m.p.h. Now we travel by jet airliner from America to Europe in a matter of hours and send satellites into orbit which circle the earth in 90 minutes. Most surely we live in an age of change.

It should not surprise us, therefore to find that great changes have taken place in the area of legal liability—the accountability to others for real or fancied injuries, or damage—in the practice of our profession or as citizens in the operation of our automobiles and in the conduct of our everyday activities.

One has but to read the daily papers to observe the steady increase in the number of third party liability suits for bodily injury, property damage, loss of income, and loss of services, based on real or imagined damages. This trend has increased since World War II and has been most noticeable in claims for damages because of the use of the automobile.

This modern inclination to claim damages has spread and has become a matter of great concern to all of us engaged in commerce, industry and the professions. I mention the professions specifically because of a new concept in third party liability action concerning architects. This arose as a result of what happened recently to a small boy who lived with his parents in a Binghampton, New York apartment.

The youngster was playing on the porch attached to the rear of the apartment when he fell through the railing and was badly injured. His parents sued.

This would not, in itself, be remarkable—but the suit was not brought against the landlord, as you might have expected. It was brought against the architect who designed the building. The contractor, who built it, was included as an additional defendant.

The suit alleged that the design was poor and incompetent, and unsafe, and moreover, that the builder should have had better sense than to have used the plans in view of their potential danger.

In answer, the architects and the builder threw up a time honored defense. Tenants may not proceed legally against those who designed and constructed the building in which they live, they said, because there is no "privity" between them; that is, there is no specific contractual interest or understanding involved between these parties. The tenants' right to damages, according to this long established legal view, should be directed against the owner of the apartment, and not the designer or builder.

The New York Appeals Court refused to recognize this as valid any longer. In its view, the injured child was entitled to claim damages from the architect and the builder. The claim was allowed.

This seems to be one of the first instances, if not the very first, in which apartment designers have been held liable to tenants because of the alleged inadequacy of their work.

The significance of the case is that tenants may be more likely to claim for injuries, due to faulty design or construction, than for those caused by the negligence of the landlord. Landlords, due to many years of well defined responsibility towards tenants, know pretty well where they stand under the law. But if tenants can also maintain claims against architects and engineers, it appears that a new avenue of recovery for damages is open to them where chances of recovery may be enhanced—the professional Liability of the Architect and Engineer.

Professor Marcus L. Plant of the University of Michigan Law School in commenting recently on the new Michigan Supreme Court said—"The basis and scope of legal liability are broadening nationally and will be felt in this state as soon as appropriate cases reach the courts. The principle of negligence is being extended to new areas while immunities from this type of legal action are being narrowed or eliminated."

In the last thirty years legal doctrine has been extended to make manufacturers liable for damages to people who use their products. The principle of liability for damages to people who use the products they have designed and created is now being extended to architects, engineers, builders and contractors, holding them responsible for damages to persons who use the structures they have designed and built. In a recent California case, liability for damages was upheld when a porch railing broke 18 years after it was built. In Washington, D. C., in another railing case, a contractor was held liable even though eight years had elapsed since he repaired the railing. These

claims are not for nominal sums. The plaintiff in the Washington, D. C., case is suing for $100,000.

In an Arizona case, an architect is faced with a suit in the Supreme Court for $200,000. A former University of Arizona student is suing for injuries he received when a window fell on him while he was taking a shower in a dormitory. His suit claims the architect, contractor and manufacturer are all responsible for allowing the window to be so installed as to cause it to fall on him. He demands damages for serious, severe and painful injuries which almost severed the fleshy portion of his arm and caused partial permanent disability.

Other cases bearing on Architects' Professional Liability have appeared in courts throughout the land. Here is a sampling:

1. A Pennsylvania Case

First Judicial District of Pennsylvania.

Facts: A Building was damaged due to expansion of perlite concrete.

Ruling: "An Architect implicity warrants not only that he has the skill, knowledge, and judgment required to produce a result that will meet the needs of his employer, but that in the preparation of plans and specifications and in the supervision of the work he will employ that skill, knowledge and judgment, without negligence. For negligence in the performance of his work he is liable to his employer if damage results."

"It would have been comparatively easy to conduct tests, or make inquiry, the results of which would have aided them in deciding whether to specify expansion joints through or around the roof fill, or to provide an insulating material between the slab and the fill. The consideration which they did give to this question strikes the court superficial and convicts them of negligence"

"We do not think the owner's approval of the plans and specifications relieved the architects of responsibility for the faulty design. The plaintiff relied on the architects for structural and archtiectural design and for the exercise of skill knowledge and care in its preparations. Its review of the plans was from a functional point of view: the details of design were for the architect."

Judgment for the plaintiff in the sum of $22,400.

2. An Illinois Case

Circuit Court of Cook County, Illinois.

Amount of suit: $450,000.

Facts: Plaintiff was employed as a roofer, his duties being limited to the completion of the roofs after the roofs had been checked, and all of the structural steel and carpentry work completed. While walking over the roof he fell, from the roof to the ground, a distance of about 35 feet, suffering severe and disabling injuries.

In this suit the general contractor, the structural and roof decking contractor, the architects, and the building material jobber, were all joined as defendants. It is alleged that the architects were negligent in supervising and inspecting the work of the defendant contractors, in permitting the decking to be erected in such a manner that the roof was unsafe for travel by workmen, and in failing to prepare proper and adequate plans and specifications with which to make the roof safe for travel.

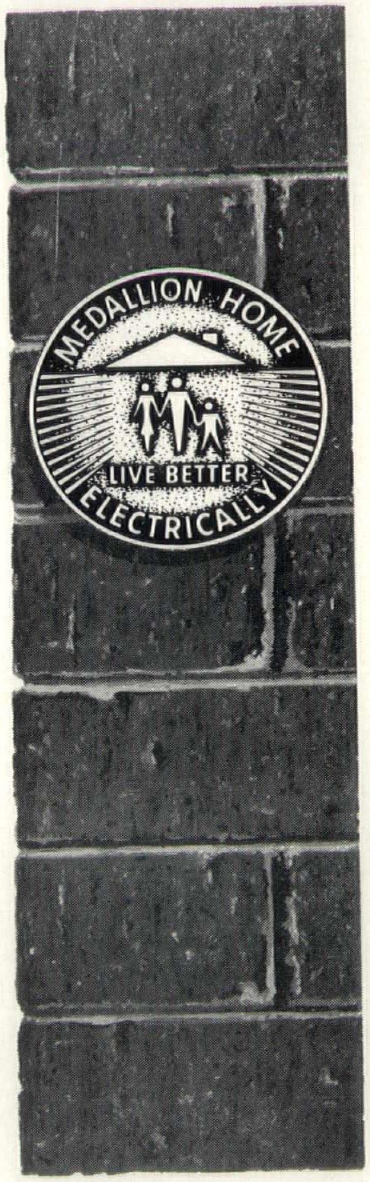
3. A Kentucky Case:

Jefferson Circuit Court, Kentucky.

Amount of Suit: $500,000.

Facts: Claim against the architect and general contractor by the owner of a produce terminal. Plaintiff alleges that the paving of the terminal is of such inferior quality as to make it unfit for the use for which it is intended. Plaintiff alleges that the construction was not in accordance with

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the plans and specificatinos and, therefore, the architect was negligent in certifying the work as completed.

4. A California Case:

Facts: The transit-mix concrete supplier, and the concrete testing laboratory, sued the prime contractor for the balance due on purchase price and test fees. The prime contractor counter-claimed that the concrete furnished was inferior. It was also alleged that the architect was negligent in his interpretation of the testing laboratory reports and negligent in his supervision in permitting the inferior concrete to be used. Removing and replacing the inferior concrete caused substantial loss to the contractor.

The architect asked for summary judgment on the grounds that there being no contractural relationship between himself and the contractor he owed the contractor no duty to perform his services with any particular degree of care.

Ruling: Motion for summary judgment denied. The law no longer requires privity of contract in order for negligent perormance of a contract to give rise to a cause of action by damaged third parties.

Further: the position and authority of a supervising architect are such that he ought to labor under a duty to the contractor to supervise the project with due care, even though his contractural obligatoin is to the owner. The power of the architect to stop the work is tantamount to a power of economic life or death, and should carry commensurate legal responsibility.

5. A Louisiana Case:

Judicial District Court, East Baton Rouge, Louisiana.

Facts: The Architects and Engineers designed a hot water system, the design of which was correct. Two days after the plumbing contractor completed (to his own satisfaction) the installation; and heretofore notifyng the architect of the completion of the system, the plumbing contractor lighted off the boiler which exploded 30 to 40 minutes later. There was testimony to the effect that a safety valve called for in the design had not been installed. The Architects were alleged to be negligent in their supervision in failing to detect the negligence of the plumbing subcontractor and his employees.

Ruling: The Court expressed the opinion that architects are supposed to "snoop, pry and prod" and that if the architects in this case had done so they would have observed the danger in the installation of the hot water system. The fact that they were not requested by the contractor or sub-contractor to inspect the system did not relieve them of their responsibility to inspect.

Judgment rendered against the defendant in the sum of $58,704. An appeal has been taken at this writing the decision of the Appellate Court has not been announced.

6. A Utah Case:

Facts: In preparing the plans for a bowling alley, the insured's employee made a typographical error and showed one of the dimensions of the building as being 58′ when in reality it should have been 68′. From that point on the rest of the plans were built around this erroneous dimension and, as a result, the entire building was 10′ too short. As a complication, the property upon which the building was set was purchased with the incorrect dimension in mind and was, therefore, also 10′ too short.

The error in dimensions was not discovered until the building had been completed and the Brunswick bowling equipment people arrived to install the alleys. It was then found that there was insufficient room to install regulation size bowling lanes.

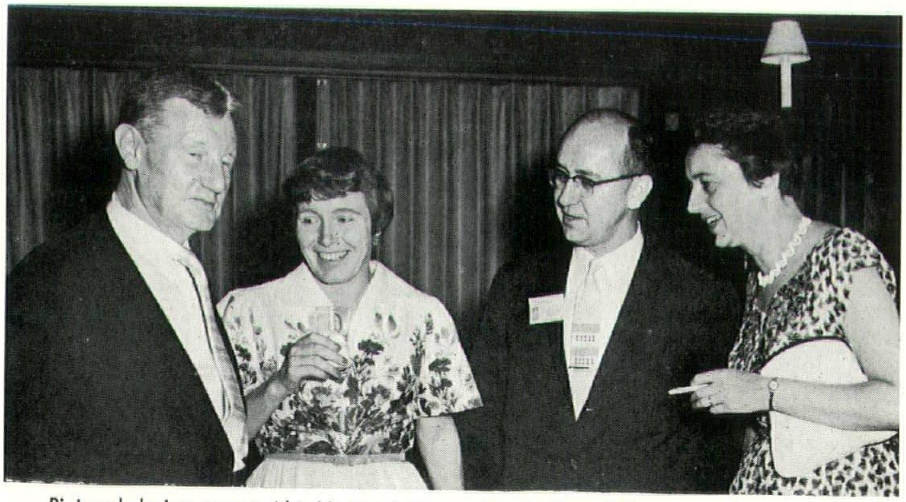
There were many elements of damage. It was impossible to purchase sufficient adjacent land to extend the building a necessary additional 10′. As a consequence, the lighting that had been installed had to be relocated and a good bit of the equipment necessary for the operation and maintenance of the automatic pin-setters had to be insalled in the side of the building, rather than at the end of each alley, with a consequent inconvenience and additional expense. Also, the reconstruction and corrective measures delayed the opening of the alleys for some months and there was a considerable claim for loss of income. All in all, the final settlement was approximately $19,000.00 in excess of the deductible amount.

The Professional Liability Committees of A.I.A. and N.S.P.E. were alert to the changing trend and the need for a broad Professional Liability Policy to protect their members. They knew that in response to the need for protection against the increased demands of claimants and their attorneys, the insurance industry had and the legal, dental, medical and made available to commerce, industry other professions, additional forms of Public Liability Insurance designed to provide adequate protection for their requirements under the changing conditions of our economy. But despite the availability of increased protection to others, there was a complete lack of interest on the part of most companies and underwriters in providing sound and adequate protection for the architectural and engineering professions. As a matter of fact, in the face of mounting losses in all third party liability lines, underwriters were afraid to set sail on this unknown and potentially hazardous sea.

With this mandate from the membership, our firm, in cooperation with the Committee, set about to develop a policy form which would provide the maximum protection for the architectural and engineering professions. We made deletions and required additions to the policy submitted by the underwriters so that it would conform to the desires and customs of the professions. Thus, when the new policy was finally written, it accurately reflected the wishes of the Committee and, in many parts, the wording suggested by the Committee.

Of course, there are those who will say the professonal man by ability

(Continued on Next Page)



Pictured during recent AIA National Convention in New Orleans, are, from left: Edmund Purves, Executive Director, AIA, Washington; Mary Mylolyk, AIA, New Orleans; J. Winfield Rankin, Administrative Secretary, AIA, Washington; and Polly Shackleton, Editor, The Memo, Washington, D. C. (Randon)

Free Cement To Arkansas Towns

Arkansas Cement Corporation's Arkansas plant located at Foreman will distribute free cement to cities and towns within the state for the construction of industrial buildings used in their industrial expansion programs, according to W. R. Stephens, president of Arkansas Louisiana Gas Company, parent company.

According to the announcement, it appears that the gifts of cement will largely take the place of gifts of money which the firm, like many other Arkansas firms, now makes regularly to industrial development commissions and similar agencies trying to construct buildings designed to attract industry to the state.

The company pointed out that the offer was good for towns both on and off its utility system. Arkansas Louisiana Gas Company is a major utility producer within the state.

LIABILITY—

(Continued from Page 20)

and diligence should avoid the possibility of legal action for errors, mistakes and omissions. While this viewpoint has much merit, it has become increasingly apparent that the complexities of our modern society have imposed the obligation of self preservation even on those of us whose goal is perfection. I am reminded of the familiar observation of Grover Cleveland in one of his annual messages to Congress when he said, "It is a condition which confronts us—not a theory."

DESIGN—

(Continued from Page 12)

generation?" was "Yes," he felt the design was inadequate.

Yamasaki said he attempted to incorporate into all his architecture the elements of delight, serenity, and human experience that transcended the simple aesthetic beauty of the building.

The development of pre-cast concrete techniques, he said, has helped stave off the threat of a machine-dominated architecture and gives the architect an adaptable material with which he can again place his artistic ability in the building itself.

Mr. Pereira cited the revoluntary changes which have taken place in the last ten or fifteen years as the key to what the architecture of the future will be.

"Up until that time I think very definitely science was harnessed and was the tool of industry and commerce," Mr. Pereira said. "I think that is reversed now. I think science is the master and it is running wild, and it doesn't know where it is going.

"I guess that what I want to try to do, and I think all architects are going to have to do in one way or other is to try to find our place in this revolution . . . because something is going to have to give it leadership."

Mr. Pereira also urged that the "problem syndrome" be eliminated from architectural thinking.

"As an architect who has spent many years teaching, I find that students, if not carefully supervised, are developing an exaggerated dependence on the problem-solution discipline of most schools," he said.

If not corrected, he said, "They will quickly become conditioned to architectural problem-solving as a substitute for the lonely and agonizing process of creation."

Mr. Pratt spoke of science as "An environmental control that we should accept as a brother.

"For some time now," he continued, "we have been living with science without too much tolerance. Now science has catapulted forward with greater velocity in imagination

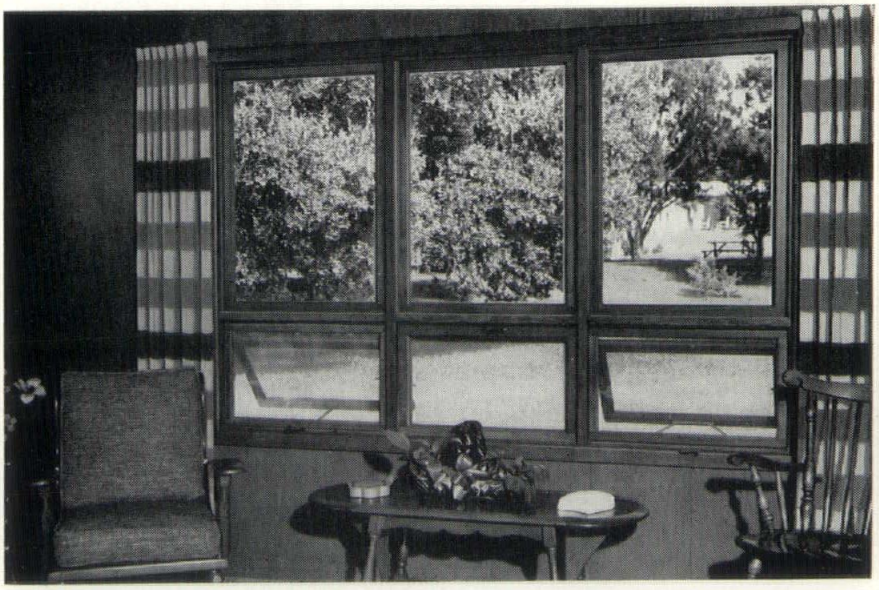
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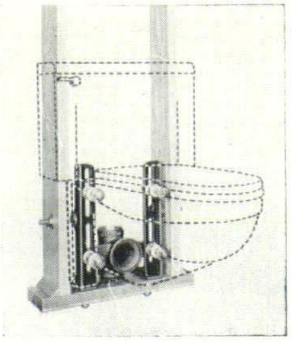
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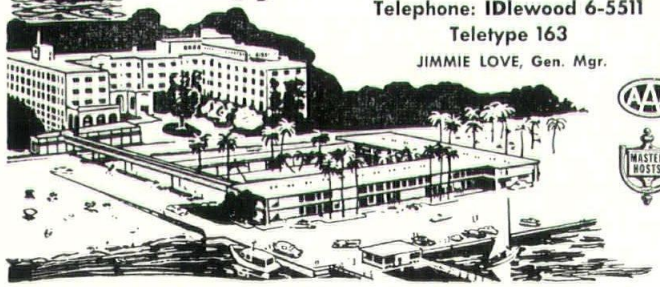
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Overlooking the GULF at
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AWARDS—

(Continued from Page)

Design was chairman of the 11-architect jury, and serving with him were Walter Gordon, Dean of Architecture at the University of Oregon; Albert S. Golemon, Houston; Vincent G. Kling, Philadelphia; and Harry Weese, Chicago. In its selection from among the 332 submissions, the jury was guided by the following criteria:

Architectural distinction was of primary importance. The design had to be an outstanding example of good architecture and had to represent a quality of work that stood out above the great volume of competent performances by architects exhibited in the competition.

The totality of the solution was another guiding factor. The design of the building submitted had to express a comprehensive solution to all problems confronting the architect. The planning had to offer a good answer to the functional needs; the structural design had to be well integrated and the visual treatment had to produce an impressive and beautiful building.

The character of the design further influenced the choice. A building had to express a certain spirit and convey an atmosphere in keeping with its use; its appearance had to be a truthful representation of the structural method and the materials used; the architectural treatment had to show the skill and care of the architect and handling the composition and its elements.

The jury searched for examples that indicated a trend of development in architectural style and the utilization of new structural techniques or materials. The jury observed a general aim of architects to make buildings richer in their appearance and to give them a certain human quality as a reaction against the more austere functional expression associated with earlier modern styles.

STUDENTS—

(Continued from Page 16)

Tech School of Architecture; Spain Willingham, President of the Southern Woodwork Association and Secretary-Treasurer of the Willingham Sash & Door Company, Macon, Georgia; Elmer Root, President of the AWI and Secretary-Manager of the Standard Manufacturing Company, Appleton, Wisconsin; W. T. Sutherland, Chairman of the AWI Research Committee and President of the Clarence Sutherland Company, Nashville, Tennessee, and Ralph W. Harrison, Vice-President of the AWI and Presi-

(Continued on Page 25)

PROFESSIONAL LISTING DIRECTORY

Memo:

To: Consulting Engineers, and Others offering professional services to the construction industry.

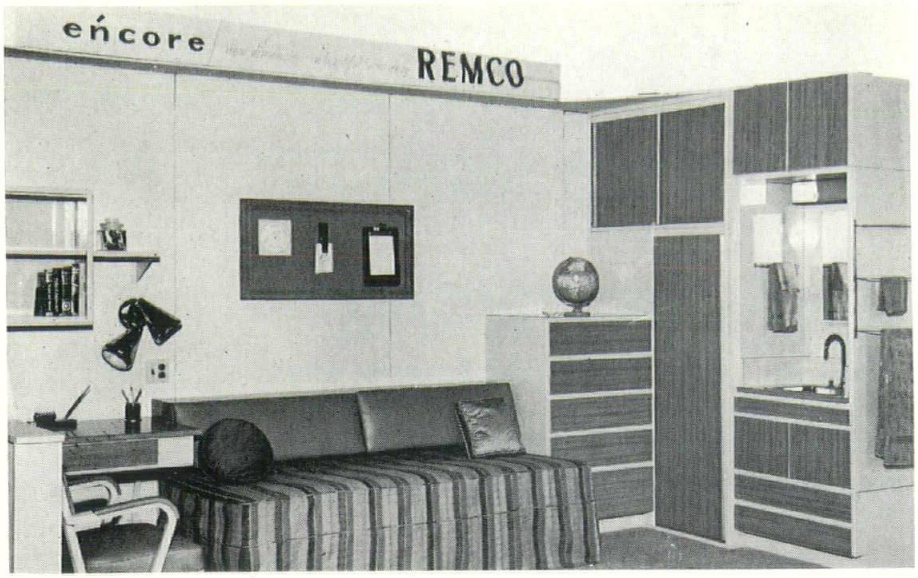
Beginning with the August, 1959 Issue, Gulf States Architect & Builder will initiate a special professional listing directory for the advertising of professional services to the area that the publication serves: the states of Arkansas, Tennessee, Mississippi, Louisiana, and Alabama.

We especially believe this service to be of valuable assistance for the consulting engineer, or firm engaged in service to the construction industry . . . especially in the growing Deep South.

We believe the engineering firms within the five-state area and other principal segments of the publication's circulation will benefit by having this listing service available to them for their ready information on available professional services within their local area.

The service will appear in each monthly issue beginning with the August issue and continue as a special department.

All firms offering professional services should contact the Editorial offices, Room 100, 816 Howard Ave., New Orleans, immediately. Just ask for an application for professional listing. A special copy sheet will be mailed to you.



New Furniture Line

Reliance Engineering and Manufacturing Company has announced the company's "Encore" line of metal furniture for school dormitories.

According to a company announcement the furniture is designed to easily form space saving multiple arrangements reduce installation and maintenance costs. An important feature the company states, is that each unit is designed for permanent built-in installation thereby qualifying the equipment for Federal funds.

Construction is stell with baked on chip-resistant enamel in choice of decorator colors. Formica facings are optional, the announcement said.

For additional information write Reliance Engineering and Mfg. Company, P. O. Box 1229, San Antonio 11, Texas.

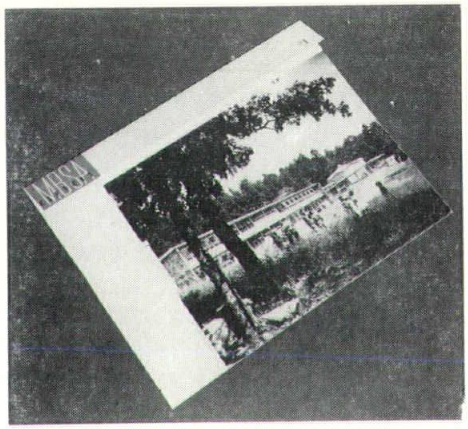
MBSA Announces New Service

The Modular Building Standards Association has announced a new service to architects, contractors, homebuilders and producers called "MBSA Reports."

The new publication is to be distributed to all MBSA members and is a compilation of current technical articles on modular progress; news and status of ASA's recently reconstituted Committee A62 on dimensional standards for building products; and two and four page technical brochures on new modular products being introduced by MBSA's manufacturer-members.

Inquiries should be addressed to the Modular Building Standards Association, 2029 K Street, N. W., Washington, D. C.

The association is a newly formed



group sponsored by The American Institute of Architects, The Producers Council, Inc.; National Association of Home Builders, and The Associated General Contractors of America.

For More Information on These Products Write Manufacturer Direct

New Door Line

The Float-Away Door Company, 1173 Zonolite Road, N.E., Atlanta 6, Georgia, has announced its closet door line called the "Float-Away."

According to a company announcement the unit, reaching from ceiling to floor, and covering a full closed width gives easy access to the entire closed area.

The doors are said to glide on metal tracks and are made of heavy duty metal available with either flush or louvered panels finished with a prime coat or birch-grained.

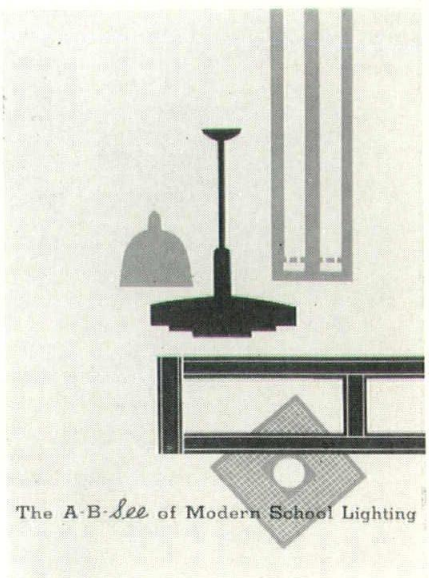
The doors are on display at the National Housing Center, Washington, D. C., and additional information may be obtained by writing direct to the company.

New School Book

The Smott-Holman Company, 321 N. Eucalyptus Ave., Inglewood, Calif., has announced the availability of a new booklet entitled "The A-B-See of School Lighting," by Bill F. Jones, research engineer for the company.

According to the announcement the booklet gives an understandable explanation of the factors involved in producing good light for good sight and goes into the problems involved in lighting all school areas.

The booklet is divided into two sections: Classroom Lighting; and Lighting School Areas Other Than Classrooms.



DESIGN—

(Continued from Page 21)

than the arts. No longer can we afford to be patronizing. . . ."

Mr. Pratt cited sociology as a great tool for the architect if placed in an historical frame of reference that gives him a sense of historical pattern, awareness of the present and some insight into the future.

"Properly used," he said, "this tool for dissecting social structure becomes a valuable aid in assessing the environment we now live in—how it changes, where it's going."

As to the shape of future architecture, Mr. Pratt traced an alternating rhythm of Classic and Romantic cultural periods in history.

"Classicism is disciplined, controlled, rational, scienctific," he said. "Romanticism is whimsy, free, unpredictable, emotional, sentimental, spiritual, individualistic, adventuresome. One is dominated by the intellect, the other by the spirit."

Applying this to contemporary society, Mr. Pratt feared a Classical ascendancy.

"This continent was founded only because . . . a group of malcontents . . . our forefathers . . . antagonistic towards an arranged and artificial classical existence, people fed up with the mincing manners, the rational, the pragmatic, the discipline, even the senility, blew their cork and came to America.

"I would hate to think we have lost, or are losing all these attributes of our forefathers . . . Romanticism."

The panel meeting was part of the American Institute of Architect's five-day convention held in New Orleans.

STUDENTS—

(Continued from Page 22)

dent of the J. E. Chilton Millwork and Lumber Company, Nashville, Tennessee.

The Atlanta meeting is part of a continuing program arranged by the AWI in cooperation with its regional chapters and schools of architecture with the goal of acquainting fledgling architects of the manifold attributes of architectural woodwork in both commercial and residential design.

In Atlanta, as in other similar meetings, students gain first hand information from leaders in the millwork industry. All the AWI publications are shown and explained in detail. In Atlanta copies of the AWI Reference and Data File were presented to the university library on behalf of the AWI. Each student also received a "kit" containing the award-winning AWI Architect Brochure Series; Recommended Millwork Specification sheets; the Schoolmate Classroom Cabinet Handbook and the Wood Handbook of the Forest Products Laboratory.

There are about 70 recognized schols of architecture in the U. S. and Canada, and the AWI hopes eventually to reach all of them with similar meetings, according to John L. Rose, Executive Secretary of the AWI. He also disclosed at this meeting that AWI membership had passed the 500 mark, with this total including both active millwork members and suppliers to the millwork firms who are classed as sustaining members.

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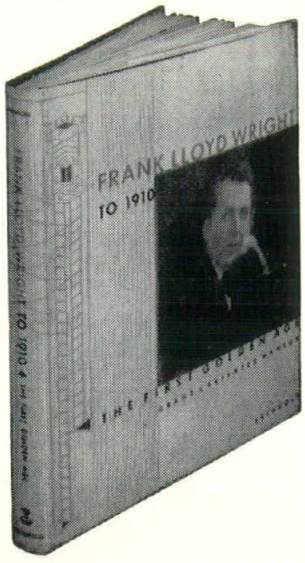
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For prompt handling of correspondence to the magazine, it is essential that such correspondence be directed to the publication, 816 Howard Ave., New Orleans, La., or to P. O. Box 1060, New Orleans.

Mail addressed to the publication at our production facility at 1391 Highland Road in Baton Rouge, La., should be confined to production materials, i.e., cuts, advertising plates, etc.

Your cooperation will greatly assist us in giving prompt attention to your letter and requests.

The Editor

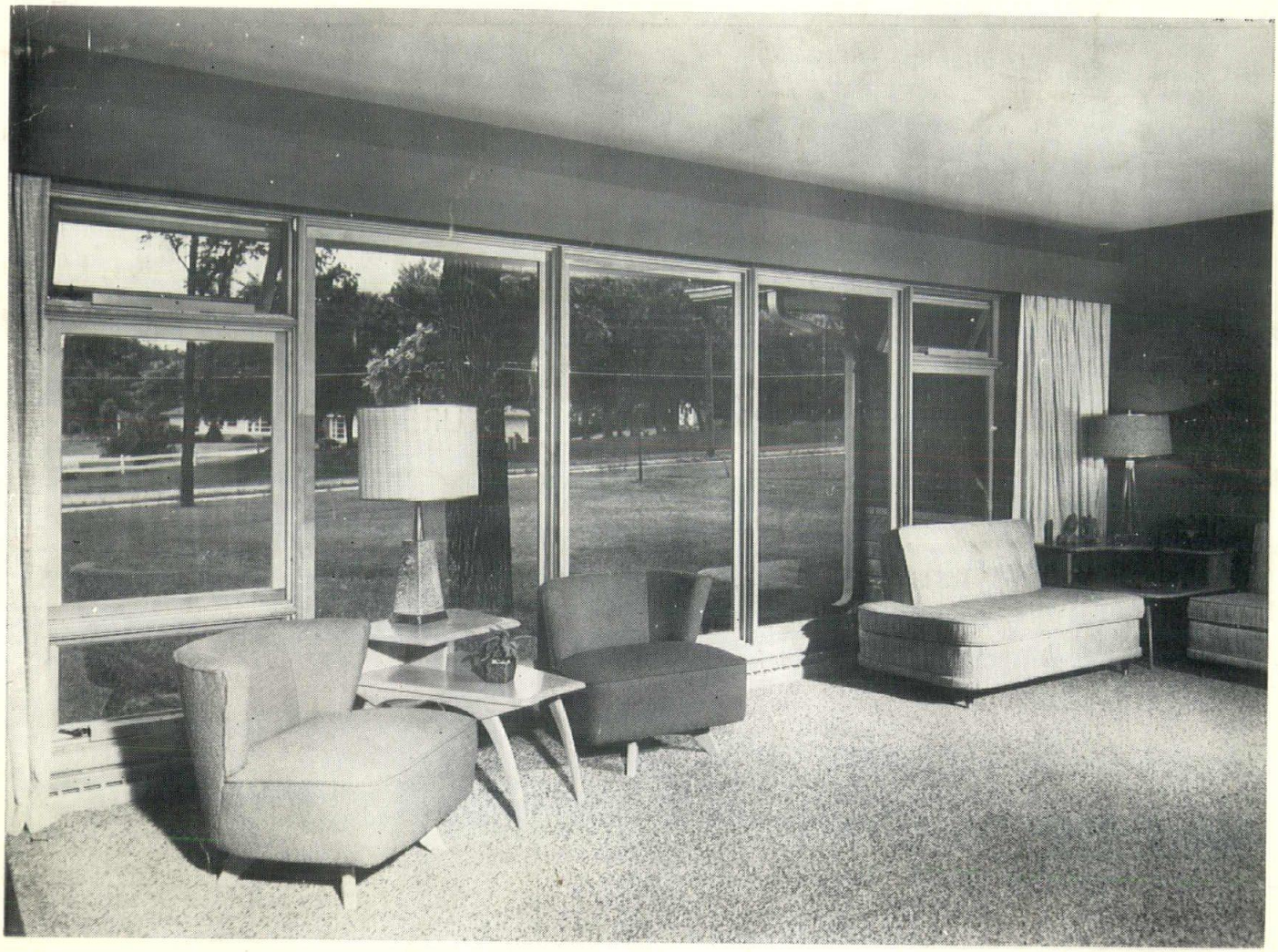
PAN AMERICAN ARCHITECTURE

In coming months, we have plans here at the journal to begin a series of editorial presentations of design projects received from our architect frends in parts of Central and South America. Because of our geographical location, plus the interesting opportunity to give our readers a little of the design quality received from these countries, we believe that this effort will be well received by our professional audience in the Gulf States Region.

This is not to say, of course, that the space allocated to such projects will void what is needed in the way of better coverage of our own area, however it will be a step toward a growing inter-exchange of design ideas which should be of some service and interest to our audience and to the architects in the other countries. We also hope to increase our space presently used for the presentation of worthy projects within our own areas.

Obviously any comment from our individual readers, on this and other subjects is always helpful and certainly invited.—THE EDITORS

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